**Terms of Reference**

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| **Project name:** | **Primary and Environmental Health in Ukhiya II** |
| **Location:** | Cox’s Bazar, Bangladesh |
| **Timeframe of assignment:**  | February 2024Latest submission of final deliverables: 10 March 2024 |
| **Type and purpose of assignment**  | **Video documentary of Primary Healthcare Facilities in the camps in Cox’s Bazar** |
| **Name of SRC Contact Person:** | Felicitas Ledergerber, Head of Sub-Office, Cox’s Bazarfelicitas.ledergerber@redcross.ch  |

1. **Introduction and background**

The Bangladesh Red Crescent Society (BDRCS) is a major humanitarian organization in Bangladesh with programs focused on disaster response and disaster risk management, including search and rescue, shelter, WASH, cyclone preparedness as well as provision of health, first aid and blood services. The Swiss Red Cross (SRC) is a humanitarian organization of Switzerland and part of the world’s largest humanitarian network, the International Federation of Red Cross Red Crescent Societies. BDRCS and SRC are Red Cross / Red Crescent Sister National Societies and have been partners in Bangladesh since 1972.

Since 2018, BDRCS with the support of SRC has been supporting primary healthcare interventions in the camps of Cox’s Bazar. Currently, three Primary Healthcare Centres (PHCs) in three out of 33 camps (2E, 6, 13) are operated under a unique partnership modality. By sharing resources, expertise and core competencies, Red Cross / Red Crescent partners, UN agencies, NGOs and government jointly provide quality primary healthcare service from these facilities, while the core responsibility to coordinate services and partners and manage all facilities rests with BDRCS and the Ministry of Health and Family Welfare (MoHFW). Outreach and behaviour change activities are an integral part of the health component of the SRC-supported BDRCS programme in Cox’s Bazar.

1. **Objectives of the assignment**

The objective of this assignment is to capture a high-resolution audio-visual documentary of the three Primary Healthcare Facilities, health interventions/activities and PHC partners to capture best practices, major achievements, successes and stakeholder perspectives. The aim is to capture the uniqueness of the partnership approach to primary healthcare services in an emergency and a protracted crisis context and to show how this approach has evolved over time since 2018 when the first PHC was built. The video will be used for the purpose of sharing knowledge, learning and experiences as well as for communication and advocacy purposes. The video documentary may be published in websites, social media, and disseminated through global humanitarian platforms, internal to the Red Cross/Red Crescent movement as well as external.

1. **Geographic location of the assignment**

Swiss Red Cross / Bangladesh Red Crescent working locations (camp 2E, camp 6, camp 13 – videography location tbc) in Cox’s Bazar, Bangladesh. Locations where interviews with key stakeholders are likely to be conducted include health facilities in the camps, partner offices in Cox's Bazar and Dhaka, and some stakeholders may need to be interviewed virtually as they are located outside Bangladesh.

1. **Duties and responsibilities**

Preparatory work

* Work closely with the SRC and BDRCS project team and the SRC and IFRC Communications teams to understand their activities in Cox’s Bazar and develop and implement the concept for the audio-visual documentary
* Responsible for the hiring of videographer, light assistance, voice artist, animator, video editor, translator, script writer, and any other assistance as required
* Submit a detailed concept / storyboard for review and feedback by SRC and BDRCS
* Submit a detailed shooting plan and expected timeline at least one week before the start of the assignment in Cox’s Bazar

Production

* Visit SRC/BDRCS working areas to produce audio-visual sequences of the environment, primary healthcare facilities, health facility staff at work, activities and participants etc.
* Visit BDRCS and SRC offices as well as offices of key stakeholders (e.g. Community members, RRRC, Civil Surgeon, IOM, UNFPA, IRC, RTM-I etc.) to produce audio-visual sequences on stakeholder perspectives, lessons learned, experiences etc.
* Organize and conduct remote interviews to capture audio-visual statements of stakeholders outside Bangladesh (e.g. former employees of SRC). A list of all contacts will be shared with the assigned agency by SRC.

Post-production / editing

* Design backgrounds and master frames with all required line items
* Audio and video editing, background music (if relevant), voice over, and subtitling (in English and Bangla)

Principles

* Apply organizational communications guidelines for videography in camps
* The dignity and rights of every person are to be respected in every circumstance. Specifically, show people in a dignified and not vulnerable situation, as equal partners; take videos at eye level.
* Do not display arms or graphic violence (blood, wounds) in the video.
* Ensure written consent by all persons who appear in the video directly in the prescribed format (SRC/BDRCS staff will support if necessary).
1. **Deliverables**
2. Storyboard with detailed shot divisions and sequences
3. Detailed shooting plan
4. Text for voiceover
5. Theme and/or background music (if relevant)
6. One (01) final video documentary (max. 10 minutes) in English (incl. subtitles)
7. One (01) final video documentary (max. 10 minutes) in Bangla (incl. subtitles)
8. Final report including all illustrations and original file versions

Technical Criteria

* The final output shall be submitted in the following format: 16/9, widescreen before vertical, HD or HDV if possible. .mp4 or .mov, min. 1280x720p)
* The video shall be well-edited and must have permission to edit further.
* A soft copy of the final video to be submitted through a file sharing server (WeTransfer, Dropbox) and with a portable device (Pendrive).
1. **Logistics**
* SRC/BDRCS will establish all necessary contacts and brief project staff and relevant stakeholders ahead of the assignment; the consultant / agency will receive a thorough briefing at the very beginning of the assignment.
* SRC/BDRCS will provide visibility items (e.g., vests) during the field visit and arrange permission from the authorities to visit the camps. All visibility items must be returned after the completion of the assignment.
* The consultant / team will be accompanied by a team member of SRC/BDRCS throughout the assignment.
* The consultant / agency shall arrange all logistics, including accommodation, transportation and food on their own. SRC/BDRCS will not be responsible for those.
1. **Duration and working schedule**

A timeline for production and deliverables shall be finalized upon selection of the consultant/agency. A detailed field visit plan shall be jointly developed by the consultant / agency and BDRCS/SRC.

1. **Required skills and competencies**
* Proven experience in audio-visual storytelling and professional videography
* Proven experience in producing similar outputs
* Previous working experience with international organizations is highly appreciated
* Previous working experience in the camp context in Cox’s Bazar will be an asset
* Displays cultural, gender, religion, race, nationality, age sensitivity and adaptability
1. **Copyright**
* The consultant agrees that the rights of use to the created physical or intellectual work results shall pass to the client upon payment of the fee in full and without restriction in terms of time, subject matter and location. All claims of the consultant / agency shall be fully satisfied by the fee. The video may be used by the client without restriction within the framework of the public relations work of the Red Cross / Red Crescent Movement.
* The consultant / agency and Swiss Red Cross will enjoy joint copyright.
1. **Mode of payment**
* The contractor can invoice for 50% of the total fee directly after conclusion of the contract. The remaining fee will be paid within 30 days after delivery of the photographic material. Upon agreement with the Consultant, the fees will be paid by cheque/bank account transfer.
* The payment is subject to the deduction of appropriate taxes. Deduction of VAT and Taxes shall be applicable as per government rules.
1. **Application process**

The interested consultant / agency must submit the following documents/information (2 separate PDF files):

* **The Technical proposal** with a proposed plan and timeline; including resume(s) of all team members with contact details of references; client list with contact detail; three sample productions)
* **The financial proposal** including VAT and Tax as per Government regulations.

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| **Sl** | **Selection Criteria** | **Marking** |
| 1 | Related videos the consultant / agency has produced before (sample videos) | 30% |
| 2 | Experience of the consultant / agency (including the experience of working with humanitarian agencies), client list | 30% |
| 3 | Proposed budget | 30% |
| 4 | Proposed work approach and timeline | 10% |

1. **Submission Process**

Please submit your proposal in English no later than 31/01/2024 to felicitas.ledergerber@redcross.ch and mention “Videography Assignment for SRC/BDRCS” in the email subject line. Applications received after the deadline or incomplete applications will not be considered. Swiss Red Cross reserves the right to accept or reject the offer in part or whole without assigning any reason.